

Forbes Launches “Forbes Investment Guide *Plus*” iPad Application On Apple App Store



New York, NY– June 29, 2010 – Forbes Media today announced the launch of the “Forbes Investment Guide *Plus*” (IG+) iPad application, available now on the Apple App Store.

Now iPad users have expanded access to the popular Forbes’ Investment Guides, providing them with new ideas to help take care of their families financially, think creatively about career options, minimize the cost of investing and taxes, and allocate assets smartly, among other valuable information.

According to Forbes Vice President, Consumer Marketing, Nina La France: “We’re very pleased to offer iPad users an application that incorporates core Forbes coverage, multimedia and ongoing updates to enhance their personal finance knowledge, and make them smarter when it comes to making key financial and investment decisions.”

The easy-to-navigate app includes:

- Signature feature stories from Forbes’ 2010 Investment Guide
- Video interviews with financial planning and investment experts, such as Paul Hogan, author of Stages of Senior Care; Michael Kay, president of Financial Focus, and Bill Sarubbi, editor of Cycles Research
- “Forbes Daily” personal finance update
- In addition to Forbes Daily, content categories include: Strategies, Retirement, Stocks and Bonds, Mutual Funds, Scams, Real Estate, International, Estate Planning, Charity, Flings and Insurance.

The IG+ app, sponsored by John Hancock, can be downloaded free at:

<http://itunes.apple.com/us/app/invest-guide/id379085429?mt=8>

Forbes Media:

Forbes Media encompasses Forbes and Forbes.com, the #1 business site on the Web that reaches on average more than 18 million people monthly. The company publishes *Forbes* and *Forbes Asia*, which together reach a worldwide audience of more than 6 million readers. It also publishes *ForbesLife* and *ForbesWoman* magazines, in addition to licensee editions in China, Croatia, India, Indonesia, Israel, Korea, Latvia, Poland, Romania, Russia and Turkey.

Other Forbes Media Web sites are: Investopedia.com; RealClearPolitics.com; RealClearMarkets.com; RealClearSports.com; and the Forbes.com Business and Finance Blog Network. Together with Forbes.com, these sites reach on average nearly 40 million business decision makers each month.

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